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2008 MANAGEMENT BRIEFING SEMINARS announces speakers for “Transcending Turbulence”

ANN ARBOR, Mich., May 21, 2008 – The key to future success in the automotive industry lies in understanding its current tumultuous state and planning for a stronger industry—where the competition will remain fierce but the environment will have stabilized.

“Transcending Turbulence” will be addressed by leaders from manufacturers, suppliers and other key stakeholders at the annual Management Briefing Seminars, Aug. 11-15 in Traverse City, Mich. The seminars are sponsored by the Center for Automotive Research (CAR) and have been an industry tradition for more than 40 years.

“The industry is still experiencing intense pressure on several fronts, but it will lead to a new era of success for those who survive and adopt a new business model in all aspects of the business,” said David E. Cole, chairman of CAR and moderator of the flagship Automotive session. “The Management Briefing Seminars bring together key automotive industry participants and provides a forum for discussion about the future.”

A few of the confirmed speakers in the Automotive sessions include **Tom LaSorda**, vice chairman and president, Chrysler LLC; **Mark Fields**, executive vice president, Ford

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Motor Co., and president, The Americas; **Bob Carter**, group vice president, Toyota Division, Toyota Motor Sales, USA Inc.; **Gary Convis**, chief executive officer, Dana Holding Corp.; **Bill Kozyra**, president and CEO, Continental North America; **Peter Marks**, chairman, president and CEO, Robert Bosch LLC; and **Jim Kamsickas**, president and CEO, International Automotive Components, North America and Asia.

More than 1,000 attendees are expected to participate in targeted workshops, senior-level executive panels and highly valued networking opportunities. The Wednesday and Thursday (Aug. 13-14) general Automotive sessions will focus on critical global strategies and transformations. A special Thursday afternoon session will address the issue of automotive leadership in the face of an unprecedented management exit as the baby boomers retire.

Speakers in the Monday and Tuesday (Aug. 11-12) sessions will address the impact of globalization on manufacturing; the growing need for innovation in products and processes; and the continued---and growing---impact of the connected vehicle. The Advanced Powertrain Forum on Friday, Aug. 15, provides an update on developments, including the advances in biofuels and the electrification of the vehicle. Also in Friday's "Money Talks" session, presenters from private equity investment firms, as well as financial analysts, will discuss the nature of the automotive industry's new financial landscape and what suppliers need to do to thrive globally as they adapt their firms to deal with this challenging new environment. An up-to-date listing of speakers and sessions is available on CAR's web site: www.cargroup.org.

CAR's mission is to conduct research on significant issues related to the future direction of the global automotive industry, as well as organize and conduct forums of value to the automotive community.

Early registration for the 2008 Management Briefing Seminars is available by visiting www.cargroup.org. Media representatives may attend at no charge. For more information regarding MBS registration, as well as exhibit and sponsorship opportunities, contact the Center for Automotive Research at (734) 662-1287.